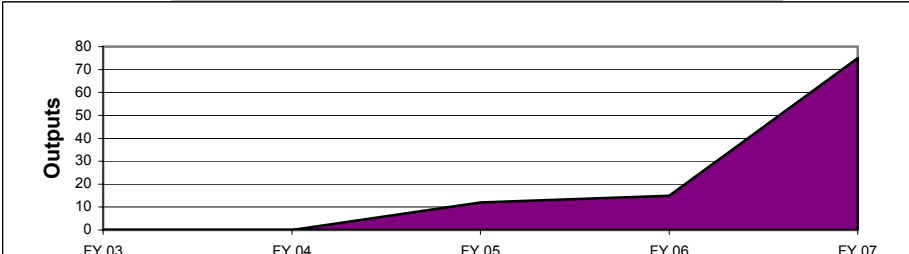
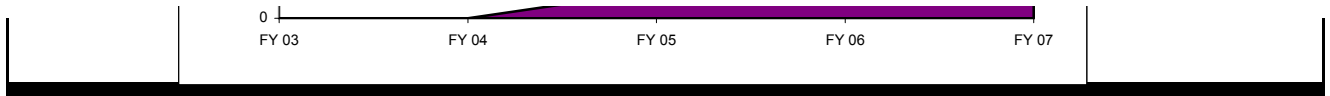


Program Strategy		International Trade		Dept	Economic Development	
DESIRED FUTURE						
GOAL 6 - Economic Vitality						
Desired Community Condition(s)						
34. The economy is diverse and broad-based.						
37. Businesses develop and prosper.						
Measures of Outcome, Impact or Need						
		FY 03	FY 04	FY 05	FY 06	FY 07
New Trade lead referrals		N/A	N/A	15	25	50
New export initiatives started by Albuquerque companies as a result of program services		N/A	N/A	5	12	25
PROGRAM STRATEGY RESPONSE						
Strategy Purpose						
Support bi-lateral international trade efforts and increase international business opportunities for Albuquerque companies to encourage growth and retention of local business to increase export of goods and services, awareness of international trade as a vehicle for market growth, marketing of Albuquerque companies abroad and gain recognition for Albuquerque as an international business destination.						
Key Work Performed						
<ul style="list-style-type: none">Assist companies to become export-ready.Market Albuquerque's technology and research and development (R&D) base.Facilitate international technology R&D collaborations and partnerships.Sponsor trade missions.Host foreign business delegations.Assist in market research for companies.Distribute trade leads.Develop contacts abroad.Present various business seminars on opportunities in specific countries.Develop ABQ-Mexico direct flights.						
Planned Initiatives and Objectives						
GOAL # 6 Objective 6: Continue efforts to develop direct international flights to Mexico and explore opportunities to develop direct international flights with Canadian destination. Develop and promulgate the business case for these flights. Submit progress report to the Mayor and City Council by end of 2nd qtr FY07.						
Objective 7: Establish and coordinate quarterly international trade development seminars for Albuquerque companies regarding international trade opportunities, processes, and procedures. Report on attendance and business results in the City's Performance Plan for FY08 and beyond.						
Objective 8: Create an "International Business Resource Center" at the Office of Economic Development, to include market research literature on foreign industries and markets, online databases, and business meeting space for the purpose of initiating and facilitating international business development. Include performance measures on its use in the City's Performance Plan for FY08 and beyond.						
Accelerating Improvement (AIM)			Why is this measure important?			
Increase # of Outbound Reverse Trade mission successes (ie, closed business deals / opportunities)			International trade development (export and import transaction) is an integral part of economic development and job creation.			
AIM POINTS						
ACTUAL			TARGET			
FY 03	FY 04	FY 05	FY 06	FY 07		
N/A	N/A	12	15	75		
						



Total Program Strategy Inputs			Actual	Actual	Actual	Beginning	Mid-year	Proposed
			FY 03	FY 04	FY 05	FY 06	FY 06	FY 07
	Fund							
Full Time Employees	General	110	3	3	3	3	3	3
Budget (in 000's of dollars)	General	110	22	84	227	248	248	310
Service Activities								
International Trade -1220000 ¹								
			Actual	Actual	Actual	Beginning	Mid-year	Proposed
	Input	Fund	FY 03	FY 04	FY 05	FY 06	FY 06	FY 07
Budget (in 000's of dollars)	General	110	22	84	227	248	248	310
Measures of Merit								
# of new international business contacts developed	Output		N/A	N/A	15	25	50	100
# of reverse trade and trade missions abroad hosted	Output		N/A	N/A	11	7	12	20
# of trade programs or briefings for new-to-export, ready-to-export and exporting companies.	Output		N/A	N/A	8	50	65	75
# of business delegations and foreign direct investment opportunities attracted via marketing initiatives	Output		N/A	N/A	6	25	40	70
Strategic Accomplishments								
For 2005: Coordinated Inaugural Bilateral Commission Mtg and Trade B2Bs (Business to Business); Participated in Small Business Int'l Trade Conference in Chihuahua; Assisted with OED (Office of Economic Development) Trade Development Mission to Germany; Created OED-IBA (Int'l Business Accelerator) Trade MOU (Memorandum of Understanding); Facilitated Trade mtg with Tremec & CIDETEQ (Center for Research & Development in Electro Chemistry) in Queretaro, Mexico; Coordinated 2nd ABQ-Chihuahua Bilateral Commission mtg; Attended NAFTA II Conference.								
Measure Explanation Footnotes								
¹ The Int'l Trade Division was first staffed w/the appointment of the International Trade Manager on 8/9/04, then with the Senior Trade Specialist on 11/15/04.								